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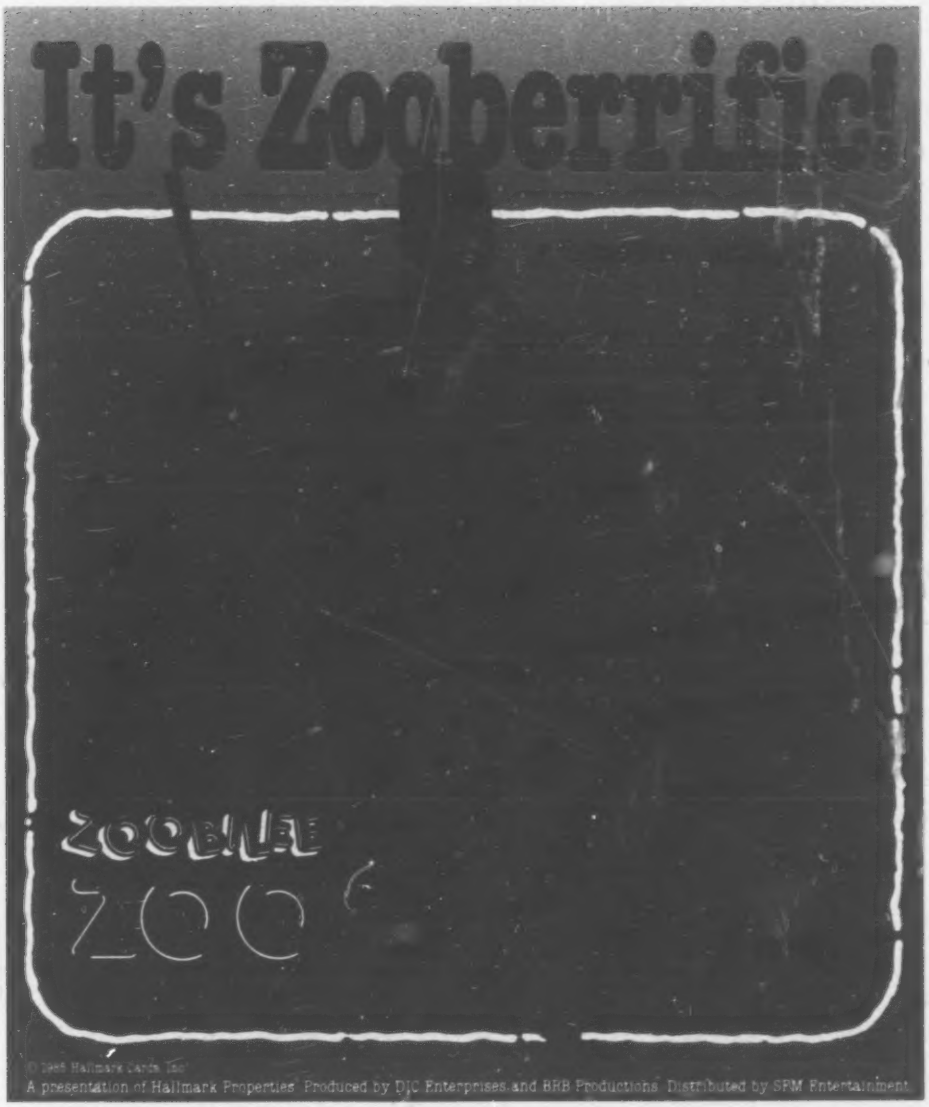
RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jul 21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55th Year 1986

Must Carry:
The Final Fortnight

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BETHESDA MD 20814

Vol. 111 No. 3

# Broadcasting Jul 21

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## TCI buys another cable company
## Blair-Reliance-FCC saga continues

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# Lieberthal named Embassy chairman

**First-run production, syndication will come under his wing**

Gary Lieberthal was appointed chairman and chief executive officer of a reorganized Embassy Communications last week. He will now oversee both first-run production for the networks and domestic and international syndication. Lieberthal was formerly president of Embassy Telecommunications, the syndication division of Embassy.

Lieberthal will report to Frank J. Biondi Jr., executive vice president of the Entertainment Business sector of Coca-Cola, Embassy's parent.

The new appointment means that Embassy Television, the first-run production division, and Embassy Telecommunications, will be reunited for the first time since last summer, when Embassy was purchased by The Coca-Cola Co. At that time Alan Horn, who oversaw the two Embassy divisions, along with Embassy Pictures and Embassy Home Entertainment, left the company to head 20th Century Fox studios. Embassy

Lieberthal

Pictures has since been sold to Dino De Laurentiis and Embassy Home Entertainment is slated to be sold.

Glenn Padnick will become president of Embassy Communications. He will continue as president of Embassy Television. A successor to Lieberthal at Embassy Telecommunications has yet to be chosen.

Francis T. Vincent Jr., president and chief executive officer of the Coca-Cola's Entertainment Business sector, said he wished the reorganization could have taken place earlier but Coca-Cola wanted to get to know the Embassy executives before making any changes. He said that he wanted to have a "strong long-term relationship" with Lieberthal at the helm.

Lieberthal said Embassy's primary business will remain the production of half-hour sitcoms for the networks. But he said Embassy might return to first-run syndication production, saying the company is interested in expanding into that market "now more than ever." Embassy's first-run syndication programing when Norman Lear owned the company included *Mary Hartman, Mary Hartman*, *Fernwood 2night* and *America 2night*. Lieberthal said Embassy would expand into all time periods with first-run syndication. □

# *Evening news race gets tighter*

The network evening news race between Monday, July 7, and Friday, July 11, was about as close it could be. All three broadcasts tied in average share for the week (22), while CBS and NBC also tied in rating with a 10.0. ABC was just a hair off the mark with a 9.8. It was the third week in a row that CBS had either shared the lead or lost. It was the closest the news race had been since the week of Nov. 9, 1981, when only one-tenth of a rating point separated the first- and third-ranked evening newscasts, according to ABC research. A year ago, the tallies were: CBS, 11.1/24; ABC 9.1/20, and NBC 8.9/20.

The prime time race for the week ended July 13 was also tight, although ABC was a more distant third than in the news race. CBS and NBC tied with an average 12.1/23, while ABC averaged a 10.1/19. A year ago, the tallies were: NBC, 13.4/25; CBS, 11.5/22, and ABC, 9.6/18. HUT levels for the week averaged 52.4, compared to 53.3 for the same week a year ago.

Sitcom repeats dominated the list of top-ranked shows for the week. Nine of the top 10 and 18 of the top 30 programs were comedies. Among those in the top 10 were NBC's Thursday-night lineup of *Cosby*, *Family Ties*, *Cheers* and *Night Court*, as well as NBC's *Golden Girls*, ABC's *Growing Pains* and *Who's the Boss*, and CBS's *Newhart* and *Kate & Allie*. NBC's summer comedy series, *Me and Mrs. C*, placed 11th for the week.

*West 57th*, the fate of which hinges on its summer performance, rebounded in the ratings, scoring a 10.2/19, compared to an 8.1/15 the previous week. *1986*, the new NBC prime time magazine show that is also trying to find an audience, averaged a 9.7/18 at 10 p.m. on Tuesday, down from a 10.3/19 the previous week. The CBS News special, *The Burger Years*, featuring a Bill Moyers interview with Supreme Court Chief Justice Warren Burger was the 65th-ranked program (out of 66) for the week, averaging a 4.9/10.

| Rank | Show | Network | Rating/Share |
|---|---|---|---|
| 1. | Cosby Show | NBC | 22.8/44 |
| 2. | Family Ties | NBC | 21.4/40 |
| 3. | Golden Girls | NBC | 17.9/34 |
| 4. | Cheers | NBC | 17.8/32 |
| 5. | Murder, She Wrote | CBS | 17.1/34 |
| 6. | Growing Pains | ABC | 16.9/32 |
| 7. | Who's the Boss? | ABC | 16.8/34 |
| 8. | Night Court | NBC | 16.6/29 |
| 9. | Newhart | CBS | 16.4/33 |
| 10. | Kate & Allie | CBS | 16.3/36 |
| 11. | Me And Mrs.C. | NBC | 15.6/30 |
| 12. | Grand Ole Opry's 60th Ann. | CBS | 15.0/27 |
| 13. | The Execution | NBC | 15.0/26 |
| 14. | Gimme a Break | NBC | 14.9/33 |
| 15. | You Again | NBC | 14.7/26 |
| 16. | Running Out | CBS | 14.3/26 |
| 17. | Moonlighting | ABC | 14.0/26 |
| 18. | 60 Minutes | CBS | 13.7/31 |
| 19. | Amos | CBS | 13.7/25 |
| 20. | Mr. Belvedere | ABC | 13.6/28 |
| 21. | Spenser: For Hire | ABC | 13.6/26 |
| 22. | MacGyver | ABC | 13.5/27 |
| 23. | Remington Steele | NBC | 13.5/26 |
| 24. | Cagney & Lacey | CBS | 13.5/24 |
| 25. | Equalizer | CBS | 13.4/25 |
| 26. | Highway to Heaven | NBC | 13.2/26 |
| 27. | Valerie | NBC | 13.2/26 |
| 28. | 227 | NBC | 12.9/27 |
| 29. | Scarecrow & Mrs.King | CBS | 12.6/24 |
| 30. | Webster | ABC | 12.5/27 |
| 31. | Amazing Stories | NBC | 12.2/23 |
| 32. | St. Elsewhere | NBC | 12.1/22 |
| 33. | Hotel | ABC | 12.0/22 |
| 34. | Chapter Two | ABC | 11.9/22 |
| 35. | Mr. Sunshine | ABC | 11.7/23 |
| 36. | Magnum, P.I. | CBS | 11.3/21 |
| 37. | Hill Street Blues | NBC | 11.1/20 |
| 38. | The Cowboys | CBS | 11.0/22 |
| 39. | Hardcastle & McCormick | ABC | 11.0/20 |
| 40. | 20/20 | ABC | 10.9/20 |
| 41. | Hunter | NBC | 10.8/20 |
| 42. | Faces of Life | NBC | 10.4/24 |
| 43. | Love Boat | ABC | 10.4/20 |
| 44. | Celebrity, pt. 1 | NBC | 10.3/19 |
| 45. | Man About Town | ABC | 10.2/20 |
| 46. | West 57th | CBS | 10.2/19 |
| 47. | Simon & Simon | CBS | 9.9/19 |
| 48. | 1986 | NBC | 9.7/18 |
| 49. | Twilight Zone | CBS | 9.1/19 |
| 50. | Baseball, Atlanta vs. N.Y. Mets | NBC | 8.9/18 |
| 51. | A Team | NBC | 8.7/17 |
| 52. | Monday Night Baseball | ABC | 8.7/16 |
| 53. | Alan King Show | CBS | 8.3/19 |
| 54. | Crazy Like a Fox | CBS | 8.3/16 |
| 55. | Alfred Hitchcock Presents | NBC | 8.1/16 |
| 56. | Kidnapped | ABC | 7.7/16 |
| 57. | Punky Brewster | NBC | 7.6/16 |
| 58. | Baseball, pregame | NBC | 7.5/17 |
| 59. | Silver Spoons | NBC | 7.2/17 |
| 60. | Airwolf | CBS | 7.1/13 |
| 61. | Ripley's Believe It or Not | ABC | 6.7/13 |
| 62. | Running | ABC | 6.6/12 |
| 63. | Different Strokes | ABC | 6.2/14 |
| 64. | Benson | ABC | 6.2/13 |
| 65. | CBS News—Burger Years | CBS | 4.9/10 |
| 66. | The Colbys | ABC | 4.8/9 |

much more of a participant in the news. We lose that vitally important consoling filter of time, as the late Teddy White used to say." He added that there is also a danger of "parachute journalism"—sending crews and correspondents into societies "that they have not lived in or studied, and risking inaccurate, superficial understanding, and often insubstantial coverage."

□

On Tuesday morning, Robert Pittman also talked about emerging trends, but of another sort—the fast-paced, stylized images directed at today's grown "TV babies," those too young to remember days without television. Today, Pittman said, the latter "process information and develop opinions in a new way, and they're influenced by the new tools and new methods of communication."

Research done by MTV, Pittman said, shows a "striking dichotomy" between people who grew up with a TV set in the home and those who didn't. The former process information "from multiple sources simultaneously" in "clusters." They don't require a narrative line in a story; rather, they "readily respond to more elusive sense impressions communicated through feelings, mood and emotion," Pittman said. If older viewers "find the quick-edit communication motif disjointed or disorienting, the TV babies find it stimulating, exciting and probably essential."

Those in the media have "learned to talk" to this new generation, the MTV executive said. Nonnarrative images are becoming more prevalent in theatrical films, TV commercials, television programs and even print advertisements. The media today, Pittman said, is using quick cuts, highly stylized images and vibrant music to sell its product, whether it be the latest fashion, the evening news, a presidential campaign ad, a special interest magazine or a television series set in Miami.

□

Governor Cuomo, who is running for reelection, addressed the broadcasters Monday morning (July 14). Among the topics covered were labeling people, especially politicians, and the difficulty of discussing important issues in brief increments of broadcast air time.

Labels have gotten in the way, the governor said, adding that it "should be difficult" to attach traditional labels to people, "because I don't think the world works that way." Quality leadership, he said, "in any field, certainly in mine...requires that you shed some of these simplistic formulae and these slogans which your industry knows a lot about, especially broadcasters," Cuomo said.

He added that "I'm in a [gubernatorial] race now. What counts? Television—have to get on television, right?" And how much time is given to serious issues? Cuomo answered, "28 seconds, unless you want to do one of those 10-second shots on abortion, on life and death. Twenty-eight seconds or 10 seconds. Of course you take to using labels in a society like that," Cuomo said. "With the Lincoln-Douglas debates, where you both spoke for three hours, or if we had to read everything, maybe it would be different. We don't have that kind of time" today, Cuomo said, as people have less and less time to pay attention to the news. "And I think that's dangerous." □

# Second time around: The May sweeps reprised

BROADCASTING's July 7 report of May network affiliate rankings in the nation's TV ADI's (areas of dominant influence) suffered from a number of proofreading errors. For reader convenience, the corrected version is being reprinted in this issue.

The chart below was developed by BROADCASTING from compilations of Arbitron market-by-market reports, supplied by NBC. Household numbers are in thousands (000) per average quarter hour (8-11 p.m. Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate the market winner. A dash (—) indicates no primary affiliation in the market. An asterisk (*) denotes a new station in the market or an affiliation change between May 1985 and May 1986. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, Virgin Islands.

The corrected sweeps report:

| | 1986 households (000) | | |
|---|---|---|---|
| ADI (rank) | ABC | CBS | NBC |
| Abilene-Sweetwater, Tex. (155) | 17 | 17 | **25** |
| Albany, Ga. (150) | — | — | **60** |
| Albany-Schenectady-Troy, N.Y. (51) | 62 | 65 | **74** |
| Albuquerque, N.M. (62) | 62 | 35 | **75** |
| Alexandria, La. (163) | 7 | — | **39** |
| Alexandria, Minn. (172) | — | **28** | — |
| Alpena, Mich. (213) | — | **6** | — |
| Amarillo, Tex. (118) | **31** | 22 | 26 |
| Anniston, Ala. (193) | — | **8** | — |
| Ardmore-Ada, Okla. (173) | **16** | 16 | — |
| Atlanta (15) | 154 | 142 | **176** |
| Augusta, Ga. (105) | **46** | 33 | 27 |
| Austin, Tex. (79) | 42 | **45** | 37 |
| Bakersfield, Calif. (148) | 19 | 20 | **24** |
| Baltimore (21) | 144 | 122 | **154** |
| Bangor, Me. (153) | 14 | 20 | **22** |
| Baton Rouge (91) | **68** | 45 | 41 |
| Beaumont-Port Arthur, Tex. (122) | 32 | 31 | **33** |
| Bend, Ore. (208) | — | — | **5** |
| Billings-Hardin, Mont. (165) | **15** | 13 | 8 |
| Biloxi-Gulfport-Pascagoula, Miss. (180) | **37** | — | — |
| Binghamton, N.Y. (134) | 13 | **40** | 17 |
| Birmingham, Ala. (47) | **107** | 36 | 100 |
| Bluefield-Beckley-Oak Hill, W.Va. (147) | 26 | — | **27** |
| Boise, Idaho (136) | 19 | 17 | **25** |
| Boston (6) | 253 | 217 | **318** |
| Bowling Green, Ky. (196) | **22** | — | — |
| Bristol, Va.-Kingsport, Johnson City, Tenn. (86) | 21 | 37 | **69** |
| Buffalo, N.Y. (35) | 92 | 81 | **101** |
| Burlington, Vt.-Plattsburgh, N.Y. (98) | 12 | **38** | 31 |
| Butte, Mont. (189) | — | **19** | — |
| Casper-Riverton, Wyo. (185) | **12** | 6 | 2 |
| Cedar Rapids-Waterloo, Iowa (73) | 44 | 36 | **54** |
| Charleston, S.C. (106) | 35 | 34 | **40** |
| Charleston-Huntington, W.Va. (43) | 69 | 64 | **105** |
| Charlotte, N.C. (32) | 95 | **112** | 55 |
| Charlottesville, Va. (197) | — | — | **8** |
| Chattanooga (80) | 48 | 38 | **55** |
| Cheyenne, Wyo. (202) | — | **13** | — |
| Chicago (3) | **488** | 322 | 441 |
| Chico-Redding, Calif. (140) | **25** | 18 | 7 |
| Cincinnati (29) | 91 | 89 | **123** |
| Clarksburg-Weston, W.Va. (162) | — | **23** | 22 |
| Cleveland (11) | 225 | 182 | **249** |
| Colorado Springs-Pueblo (99) | **41** | 32 | 34 |
| Columbia, S.C. (87) | 35 | 27 | **78** |
| Columbia-Jefferson City, Mo. (137) * | 17 | 23 | **24** |
| Columbus, Ga. (115) | **46** | 34 | 17 |
| Columbus, Ohio (33) | 105 | 89 | **108** |
| Columbus-Tupelo, Miss. (135) | 10 | 20 | **42** |
| Corpus Christi, Tex. (121) | **30** | 20 | 26 |
| Dallas-Fort Worth (8) | **237** | 200 | 226 |
| Davenport, Iowa-Rock Island-Moline, Ill. (74) | 45 | 40 | **56** |
| Dayton, Ohio (48) | 68 | **79** | 68 |
| Denver (19) | 132 | 108 | **154** |
| Des Moines (66) | 46 | **56** | 54 |
| Detroit (7) | 270 | 208 | **315** |
| Dothan, Ala. (160) | 8 | **34** | — |
| Duluth, Minn.-Superior, Wis. (120) | 23 | 22 | **27** |
| El Centro, Calif.-Yuma, Calif. (182) | — | 6 | **7** |
| El Paso (104) | 31 | 24 | **35** |
| Elmira, N.Y. (167) | 12 | — | **13** |
| Erie, Pa. (138) | 25 | 18 | **38** |
| Eugene, Ore. (133) | 24 | **26** | 14 |

| ADI (rank) | 1986 households (000) ABC | CBS | NBC |
|---|---|---|---|
| Eureka, Calif. (184) * | — | 7 | 6 |
| Evansville, Ind. (88) | 47 | 30 | 35 |
| Fargo, N.D. (102) | 27 | 24 | 26 |
| Flagstaff, Ariz. (206) | — | — | 5 |
| Flint-Saginaw-Bay City, Mich. (54) | 77 | 35 | 85 |
| Florence, S.C. (145) | 20 | 43 | — |
| Fort Myers-Naples, Fla. (107) | 20 | 34 | 36 |
| Fort Smith, Ark. (149) | 19 | 24 | 15 |
| Fort Wayne, Ind. (93) | 35 | 33 | 35 |
| Fresno, Calif. (64) * | 55 | 42 | 54 |
| Gainesville, Fla. (170) | 21 | — | — |
| Glendive, Mont. (214) | — | 1 | — |
| Grand Junction, Colo. (177) | 7 | 9 | — |
| Grand Rapids-Kalamazoo, Mich. (41) | 60 | 67 | 87 |
| Great Falls, Mont. (178) | 14 | 10 | — |
| Green Bay, Wis. (68) | 56 | 51 | 57 |
| Greensboro-Winston Salem-High Point, N.C. (50) | 75 | 74 | 77 |
| Greenville-Asheville-Spartanburg, S.C. (37) | 84 | 81 | 106 |
| Greenville-New Bern, N.C. (97) | 29 | 40 | 57 |
| Greenwood-Greenville, Miss. (168) | 25 | 10 | — |
| Hagerstown, Md. (194) | — | — | 18 |
| Harrisburg-Lancaster-Lebanon-York, Pa. (44) | 58 | 38 | 107 |
| Harrisonburg, Va. (200) | 19 | — | — |
| Hartford-New Haven, Conn. (24) | 110 | 131 | 76 |
| Hazard, Ky. (210) | — | 6 | — |
| Helena, Mont. (210) | — | — | 5 |
| Houston (10) | 219 | 145 | 185 |
| Huntsville-Decatur-Florence, Ala. (89) | 48 | 40 | 34 |
| Idaho Falls-Pocatello (159) | 12 | 13 | 16 |
| Indianapolis (23) | 111 | 112 | 113 |
| Jackson, Miss. (85) | 28 | 45 | 60 |
| Jackson, Tenn. (190) | 27 | — | — |
| Jacksonville, Fla. (61) | 48 | 63 | 54 |
| Johnstown-Altoona, Pa. (81) | 6 | 43 | 77 |
| Jonesboro, Ark. (178) | 30 | — | — |
| Joplin, Mo.-Pittsburg, Kan. (119) | 29 | 27 | 25 |
| Kansas City, Mo. (30) | 110 | 85 | 121 |
| Knoxville, Tenn. (60) | 70 | 68 | 44 |
| La Crosse-Eau Claire, Wis. (127) | 18 | 25 | 37 |
| Lafayette, Ind. (191) | — | 9 | — |
| Lafayette, La. (111) | 40 | 52 | — |
| Lake Charles, La. (171) | — | — | 36 |
| Lansing, Mich. (100) | — | 45 | 43 |
| Laredo, Tex. (199) | 3 | 2 | 4 |
| Las Vegas (96) | 28 | 31 | 41 |
| Laurel-Hattiesburg, Miss. (164) | — | — | 30 |
| Lexington, Ky. (77) | 44 | 48 | 55 |
| Lima, Ohio (195) | — | — | 16 |
| Lincoln-Hastings-Kearney, Neb. (90) | 22 | 39 | 14 |
| Little Rock, Ark. (55) | 76 | 56 | 63 |
| Los Angeles (2) | 528 | 420 | 576 |
| Louisville, Ky. (49) | 55 | 76 | 84 |
| Lubbock, Tex. (141) | 20 | 17 | 21 |
| Macon, Ga. (132) | 18 | 32 | 19 |
| Madison, Wis. (109) | 31 | 35 | 33 |
| Mankato, Minn. (209) | — | 9 | — |
| Marquette, Mich. (186) | — | 15 | — |
| McAllen-Brownsville, Tex. (117) | 32 | 25 | 25 |
| Medford, Ore. (156) | 14 | 16 | 26 |
| Memphis (40) | 79 | 90 | 108 |
| Meridian, Miss. (174) | 21 | 7 | 5 |
| Miami (14) | 154 | 143 | 174 |
| Milwaukee (28) | 90 | 74 | 107 |
| Minneapolis-St. Paul (16) | 133 | 135 | 125 |
| Minot-Bismarck-Dickinson, N.D. (146) | 7 | 18 | 28 |
| Missoula-Butte, Mont. (176) | — | — | 23 |
| Mobile, Ala.-Pensacola, Fla. (57) | 59 | 64 | 75 |
| Monroe, La.-El Dorado, Ark. (114) | 14 | 48 | 25 |
| Montgomery, Ala. (116) * | 18 | 13 | 61 |
| Nashville (31) | 85 | 102 | 125 |
| New Orleans (34) | 86 | 103 | 109 |
| New York (1) | 869 | 781 | 975 |
| Norfolk-Portsmouth, Va. (46) | 70 | 67 | 84 |
| North Platte, Neb. (212) | — | — | 7 |
| Odessa-Midland, Tex. (144) | 23 | 21 | 23 |

| ADI (rank) | 1986 households (000) ABC | CBS | NBC |
|---|---|---|---|
| Oklahoma City (36) | 77 | 84 | 90 |
| Omaha (70) | 55 | 41 | 50 |
| Orlando-Daytona Beach, Fla. (27) | 113 | 87 | 120 |
| Ottumwa, Iowa-Kirksville, Mo. (204) | 17 | — | — |
| Paducah, Ky.-Cape Girardeau, Mo. (75) | 31 | 62 | 54 |
| Palm Springs, Calif. (183) | 7 | — | 9 |
| Panama City, Fla. (175) | 18 | — | 26 |
| Parkersburg, W.Va. (198) | — | — | 9 |
| Peoria, Ill. (100) | 36 | 25 | 36 |
| Philadelphia (4) | 442 | 308 | 413 |
| Phoenix (22) | 104 | 103 | 123 |
| Pittsburgh (12) | 227 | 180 | 176 |
| Portland, Ore. (25) | 85 | 92 | 110 |
| Portland-Poland Spring, Me. (76) | 48 | 35 | 52 |
| Presque Isle, Me. (205) | — | 6 | — |
| Providence, R.I.-New Bedford, Mass. (42) | 91 | 64 | 97 |
| Quincy, Ill.-Hannibal, Mo. (152) | — | 23 | 27 |
| Raleigh-Durham, N.C. (38) * | 91 | 83 | 40 |
| Rapid City, S.D. (161) | 17 | — | 12 |
| Reno (125) | 28 | 16 | 23 |
| Richmond, Va. (63) | 63 | 67 | 63 |
| Roanoke-Lynchburg, Va. (72) | 40 | 61 | 57 |
| Rochester, Minn.-Mason City, Iowa (142) | 24 | 16 | 22 |
| Rochester, N.Y. (71) | 51 | 46 | 55 |
| Rockford, Ill. (112) | 26 | 24 | 29 |
| Roswell, N.M. (181) | — | 12 | — |
| Sacramento-Stockton, Calif. (20) | 113 | 106 | 148 |
| St. Joseph, Mo. (188) | 15 | — | — |
| St. Louis (18) | 138 | 138 | 176 |
| Salinas-Monterey-San Jose, Calif. (110) | 51 | 18 | 42 |
| Salisbury, Md. (166) | 12 | 18 | — |
| Salt Lake City (39) | 84 | 62 | 90 |
| San Angelo, Tex. (192) | — | 11 | — |
| San Antonio,Tex. (45) | 67 | 74 | 73 |
| San Diego (26) | 87 | 86 | 95 |
| San Francisco (5) | 243 | 226 | 270 |
| Santa Barbara-Santa Maria, Calif. (113) | 25 | 16 | 19 |
| Sarasota, Fla., (157) | 16 | — | — |
| Savannah, Ga. (108) * | 21 | 37 | 33 |
| Seattle-Bellingham-Tacoma (13) | 135 | 108 | 170 |
| Shreveport, La.-Texarkana, Tex. (53) | 69 | 59 | 61 |
| Sioux City, Iowa (129) | 27 | 11 | 31 |
| Sioux Falls-Mitchell, S.D. (95) | 36 | 44 | 18 |
| South Bend-Elkhart, Ind. (84) | 40 | 42 | 57 |
| Spokane, Wash. (78) | 46 | 40 | 47 |
| Springfield, Mass. (103) | 30 | — | 38 |
| Springfield, Mo. (83) | 19 | 45 | 56 |
| Springfield-Decatur-Champaign, Ill. (69) | 50 | 52 | 58 |
| Syracuse, N.Y. (67) | 51 | 58 | 72 |
| Tallahassee, Fla. (130) | 12 | 40 | 8 |
| Tampa-St.Petersburg-Sarasota (17) | 164 | 166 | 182 |
| Terre Haute, Ind. (131) | 12 | 30 | 38 |
| Toledo, Ohio (65) | 51 | 63 | 81 |
| Topeka, Kan. (143) | 12 | 24 | 20 |
| Traverse City-Cadillac, Mich. (139) | 14 | 33 | 31 |
| Tucson, Ariz. (82) | 38 | 30 | 41 |
| Tulsa, Okla. (52) | 68 | 67 | 66 |
| Tuscaloosa, Ala. (187) | — | 7 | — |
| Twin Falls, Idaho (202) | — | — | 9 |
| Tyler, Tex. (154) | 43 | 7 | — |
| Utica, N.Y. (158) | 14 | — | 25 |
| Victoria, Tex. (207) | 6 | — | 6 |
| Waco-Temple, Tex. (94) * | 16 | 34 | 31 |
| Washington (9) | 203 | 175 | 212 |
| Watertown-Carthage, N.Y. (169) | — | 16 | — |
| Wausau-Rhinelander, Wis. (128) | 28 | 31 | 13 |
| West Palm Beach-Ft. Pierce, Fla. (56) | 50 | 19 | 67 |
| Wheeling, W.Va.-Steubenville, Ohio (124) | — | 39 | 38 |
| Wichita-Hutchinson, Kan. (59) | 47 | 53 | 53 |
| Wichita Falls-Lawton (126) | 23 | 20 | 20 |
| Wilkes Barre-Scranton, Pa. (58) | 57 | 44 | 78 |
| Wilmington, N.C. (151) | 27 | 6 | 56 |
| Yakima, Wash. (123) | 21 | 27 | 26 |
| Youngstown, Ohio (92) | 41 | 41 | 50 |
| Zanesville, Ohio (201) | — | — | 10 |

# New Stations

## AM's

■ Apple Valley, Calif.—Frances A. Bass seeks 1550 khz; 800 w-D. Address: 20572 Rancherias Rd., 92307. Principal has no other broadcast interests. Filed June 30.

■ San Jacinto, Calif.—San Jacinto Radio seeks 1550 khz; 1 kw-D. 700 w-N. Address: 348 W. Sierra Madre Blvd., Sierra Madre, Calif. 91024. Principal is owned by Mary S. Volken, who has no other broadcast interests. Filed June 30.

■ Templeton, Calif.—Gorry and Virginia Infante Brill seek 720 khz; 250 w-D. 1 kw-N. Address: 5880 Encino, Atascadero, Calif. 93422. Principals own KIOQ(AM) Atascadero. Filed June 27.

■ Yucaipa, Calif.—Delbert L. Van Voorhis seeks 1530 khz; 50 kw-D. Address: 405 N. La Cadena Dr., Colton, Calif. 92324. Principal has no other broadcast interests. Filed June 30.

■ Knoxville, Tenn.—Family Stations seek 760 khz; 2.5 kw-D. Address: 3108 Fulton Ave., Sacramento, Calif. 95821. Filed June 30.

■ Nashville, Tenn.—William R. Hunt seeks 760 khz; 1 kw-D, Address: P.O. Box 399, Lebanon, Pa. 37087. Principal has no other broadcast interests. Filed June 30.

■ Hollymead, Va.—Charlottesville Broadcasters seeks 1290 khz; 1 kw-D. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is owned by Carl J. Auel, who has interest in six AM's and one FM. Filed June 30.

## FM's

■ Huntsville, Ala.—Augusta Radio Fellowship seeks 88.1 mhz; 100 kw; HAAT: 573.3 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is nonprofit corporation headed by Clarence T. Barinowski. It has no other broadcast interests. Filed June 24.

■ Linden, Ala.—Diane E. Ellis seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 129 Norrington Dr., Pittsburgh, Pa. 15236. Principal has no other broadcast interests. Filed July 3.

■ Linden, Ala.—Linden Radio Joint Venture seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 2101 Magnolia So., Suite 321, Birmingham, Ala. 35205. Principal is principally owned by Ellis J. Parker, who also has interest in WLPH(AM) Irondale, Ala. Filed July 7.

■ Linden, Ala.—Terry C. King seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: Rt. 1, Box 336, Westville, Fla. 32464. Principal has no other broadcast interests. Filed July 3.

■ Flagstaff, Ariz.—Flagstaff Broadcasting Foundation seeks 102.9 mhz; 4.8 kw; HAAT: 1,434 ft. Address: 3621 N. Walker, 85007. Principal is owned by Stella Alfara, Shelly Hall, Charlotte Beyal, LaJoy Brandon and Teresita Sarrano. It has no other broadcast interests. Filed July 7.

■ Flagstaff, Ariz.—Pinetop Partners Inc. seeks 102.9 mhz; 4.2 kw; HAAT: 1,546.9 ft. Address: 635 E. Rancho Catalina Dr., Tucson, Ariz. 85704. Principal is owned by Israel Teitelbaum and his wife, Sandra, and Donald L. Crosby and his wife, Mary. It has no other broadcast interests. Filed July 7.

■ Flagstaff, Ariz.—Flagstaff Broadcasting Partnership seeks 102.9 mhz; 1 kw; HAAT: 1,965 ft. Address: 534 Monaco Dr., St. Louis, Mo. 63122. Principal is owned by Boyd Fellows and Brad Walpole. It has no other broadcast interests. Filed July 7.

■ Flagstaff, Ariz.—FM Flagstaff Ltd. Partnership seeks 102.9 mhz; 500 w; HAAT: 1,964 ft. Address: 208 W. Dale Ave., 86001. Principal is owned by Tony Gabledon and George Lindemann. It has no other broadcast interests. Filed July 7.

■ Flagstaff, Ariz.—ABCD Broadcasting Co. seeks 102.9 mhz; 5 kw; HAAT: 1,360 ft. Address: 6231 I-40 West, #205, Amarillo, Tex. 79106. Principal is owned by George W. Drain and his wife, Sharon, Wayne Collins and Louis B. Burke and his wife, Mary Joan. It also has interest in KHDN(AM) Dimmitt, Tex. Filed July 7.

■ Flagstaff, Ariz.—Julia S. Zozaya seeks 102.9 mhz; 50 kw; HAAT: 39.1 ft. Address: 4548 West Osborn Rd., Phoenix 85031. Principal has interest in KTVW-TV Phoenix. Filed July 3.

■ Flagstaff, Ariz.—Communications Ltd. seeks 102.9 mhz; 1 kw; HAAT: 1,892.5 ft. Address: 5550 N. Country Club Dr., 86001. Principal is owned by Walter E. Raabe and, his wife, Becky, and Paul R. Seyler and his wife, Rosa. It also owns KZKZ(AM) Flagstaff. Filed July 7.

■ King City, Calif.—King City Communications Corp. seeks 105.1 mhz; 50 kw; HAAT: 491.6 ft. Address: P.O. Box B, 93930. Principal is owned by William Gittler and his wife, Marianne. It also owns KRKC(AM) King City, Calif. Filed June 25.

■ McFarland, Calif.—Caballero Spanish Radio Inc. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 18 East 53rd St., New York, 10022. Principal is owned by Eduardo Cabellero and his wife, Rosa Maria. It owns colocated KXEM(AM) and KNEZ(AM) Lompoc, Calif. Filed July 7.

■ McFarland, Calif.—William M. Morris seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 5101 Marsha Dr., Bakersfield, Calif. 93309. Principal has no other broadcast interests. Filed July 7.

■ San Martin/San Jose, Calif.—Michael D. Tymchak seeks 104.3 mhz; 8.7 kw; HAAT: 2,524 ft. Address: 15805 Oakridge Rd., Morgan Hill, Calif. 95037. Principal has no other broadcast interests. Filed July 8.

■ Summerland Key, Fla.—Don H. Barden seeks 102.9 mhz; 3 kw; HAAT: 287 ft. Address: 1240 Washington Blvd, Detroit, Mich. 48226. Principal owns four cable systems in Michigan. Filed July 7.

■ Summerland Key, Fla.—Arthur Barnett seeks 102.9 mhz; 3 kw; HAAT: 284 ft. Address: 401 Broadway, New York 10013. Principal has no other broadcast interests. Filed July 7.

■ Summerland Key, Fla.—Saddlebunch Radio Co. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 746 9th St., SE, Washington, D.C. 20003. It has interest in KMSS-TV Shreveport, La. Filed July 7.

■ Summerland Key, Fla.—Theresa P. Parrish seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 9, 33042. Principal has no other broadcast interests. Filed July 3.

■ Silver Spring, Fla.—Leroy Cummings and Roosevelt Scott seek 95.5 mhz; 3 kw; HAAT: 300 ft. Address: 210 Knott, Leesburg, Fla. 32748. Principals have no other broadcast interests. Filed June 30.

■ Silver Spring, Fla.—Chuck Washington and Richard Kinkead seek 95.5 mhz; 3 kw; HAAT: 300 ft. Address: 1898 N.E. 29th St., Ocala, Fla. 32670. Principals have no other broadcast interests. Filed June 30.

■ Silver Spring, Fla.—Cathy R. Washington seeks 95.5 mhz; 3 kw; HAAT: 300 ft. Address: Rte. 1, Box 1426. Weirsdale, Fla. 32695. Principal has no other broadcast interests. Filed June 30.

■ Statesboro, Ga.—Donald O. McDougald seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 328 N. Main St., 30458. Principal owns WYSL(AM) Sylvania, Ga. Filed July 3.

■ Statesboro, Ga.—Dr. H.R. Gertner and his wife, Cathy seek 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 1211 NW 64th Terrace, Gainesville, Fla. 32605. Principal has interest in WPTB(AM) Statesboro, Ga. Filed July 7.

■ Statesboro, Ga.—Pamela H. Hodges seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 110 Sherwood Ct., 30458. Principal has no other broadcast interests. Filed July 7.

■ Statesboro, Ga.—Dabra Sears Graham seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 2317 Starling St., Brunswick, Ga. 31520. Principal has no other broadcast interests. Filed July 7.

Statesboro, Ga.—Terry Frietag seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 716 Shirley Dr., Henderson, N.C. 27536. Principal has no other broadcast interests. Filed July 7.

Statesboro, Ga.—Emily K. Franklin seeks 102.9 mhz; 3 kw; HAAT: 327.3 ft. Address: 550 Franklin Lane, 30458. Principal has no other broadcast interests. Filed July 7.

■ Statesboro, Ga.—Marianne Warnock seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 759 Havana Dr., Boca Raton, Fla. 33431. Principal has no other broadcast interests. Filed July 7.

■ Delphi, Ind.—Whitcar Regional Broadcasting Co. seeks 102.9 mhz; 1.2 kw; HAAT: 516 ft. Address: 709 N. Main St., Monticello, Ind. 47960. Principal is owned by William M. Deibel and Gerrie M. Baer and his wife, Alexis. It has no other broadcast interests. Filed July 2.

■ Delphi, Ind.—James Bricker seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 825 Sparta, West Lafayette, Ind. 47906. Principal has no other broadcast interests. Filed July 7.

■ Delphi, Ind.—Carroll County Broadcasting Co. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 1920 N. St., NW, Washington, D.C. 20036. Principal is owned by Dennis J. Kelly, who has no other broadcast interests. Filed July 7.

■ Mt. Vernon, Ky.—William S. Daugherty III seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 314 Trammel Creek Dr., Alvaton, Ky. 42122. Principal has no other broadcast interests. Filed July 3.

■ Mt. Vernon, Ky.—Cochran-Scaith Broadcasting Inc. seeks 102.9 mhz; 2.2 kw; HAAT: 380 ft. Address: Box 1460, 40473. Principal is owned by Hal Smith. It also owns WRVK(AM) Mt. Vernon, Ky. Filed July 3.

■ Mt. Vernon, Ky.—Rockcastle Broadcasting seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 461, 40456. Principal is owned by George L. Hunt and his wife, Pauline. It has no other broadcast interests. Filed July 7.

■ *West Monroe, La.—West Monroe Educational Broadcasting Foundation seeks 91.7 mhz; 401 w; HAAT: 160.7 ft. Address: Route 2, Box 419-B, 71291. Principal is nonprofit corporation headed by Phillip S. Smith, Robert P. Holtzclaw and Michael M. Strider. Filed June 27.

■ Oswego, N.Y.—John E. Krauss seeks 96.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 324, 13126. Principal has no other broadcast interests. Filed June 26.

■ Oswego, N.Y.—3B Partnership seeks 96.7 mhz; 3 kw; HAAT: 328 ft. Address: 918 Jefferson St., Alexandria, Va. 22314. Principal is owned by Mary Lou Maierhofer and Kathy G. Root. It has no other broadcast interests. Filed June 30.

■ Oswego, N.Y.—Oswego Broadcasting Service Inc. seeks 96.7 mhz; 3 kw; HAAT: 328 ft. Address: 34 East Bridge St., 13216. Principal is owned by Bernadette Boozer, Gary Shanley and Duane J. Polich. It has no other broadcast interests. Filed June 30.

■ Raleigh, N.C.—Special Markets Media Inc. seeks 102.9 mhz; 3 kw; HAAT: 326 ft. Address: 522 E. Martin St., 27601. Principal is owned by Henry Monroe and his wife, Prentice. It owns WELE(AM) Raleigh. Filed July 3.

■ Raleigh, N.C.—Fleming Broadcasting seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 601 Fayetteville St., Durham, N.C. 27701. Principal is principally owned by Dr. Stanley Fleming, who has no other broadcast interests. Filed July 3.

■ Raleigh, N.C.—Shirley N. Hill seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 3750 Matthews Weddington Rd., Matthews, N.C. 28105. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Robert Darling seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 6312 Hazelton Dr., Charlotte, N.C. 28210. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Sam Thilimos seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 2400 W. Sugar Creek, Charlotte, N.C. 28215. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Russell Kinney seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 4410 Bellwood Dr., Matthews, N.C. 28105. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Marsha O. Barr seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 4355 Birdie Court, Charlotte, N.C. 28212. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—LPNC Inc. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 1432 1432 Poinsett Dr., Chapel Hill, N.C. 27514. Principal is owned by Joseph L. Zaragosa and his wife, Mary. It has no other broadcast interests. Filed July 2.

■ Raleigh, N.C.—Rem Malloy Broadcasting seeks 102.9 mhz; 3 kw; HAAT: 282 ft. Address: Route 11, Box 226, Chapel Hill, N.C. 27514. Principal is owned by Henry Malloy, who has no other broadcast interests. Filed June 27.

■ Raleigh, N.C.—Allen L. Guin seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 3301 Woodwardia Dr., Charlotte, N.C. 28210. Principal has no other broadcast interest. Filed July 7.

■ Raleigh, N.C.—Maria K. McKay seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 4215 Wesley Dr., Midland, N.C. 28107. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Pete Douglas seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 627 Lansdowne Rd., Charlotte, N.C. 28211. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.— Nick Collias seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 6601 Sharon Hills Rd., Charlotte, N.C. 28210. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Peebles Broadcastiag Co. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 25143, 27611. Principal is owned by Millard R. Peebles, who has no other broadcast interests. Filed July 3.

■ Raleigh, N.C.—Rebecca C. Marshburn seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 5613 Cottingham Lane, Charlotte, N.C. 28211. Principal has no other broadcast